BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Foundation Diploma in Marketing Pearson BTEC International Level 3 Diploma in Marketing Pearson BTEC International Level 3 Extended Diploma in Marketing
Unit number and title	**Unit 14: Digital Analytics**
Learning aim(s)	**A** Explore the purpose, importance and types of digital analytics and the legal and ethical considerations of using digital analytics
Assignment title	**Using digital analytics**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Continuing in your role in a digital marketing agency your employer wants to understand the benefits and drawbacks of offering a digital analytics service to its clients.

Task	This task requires you to explore the use and importance of digital analytics for a selected organisation. You will develop a case study analysing the use of digital analytics which will include: • The types of digital analytics used • The importance of digital analytics to the selected organisation • The role of market research in digital analytics • Consideration of digital data collection and analysis including any challenges faced • Legal and ethical considerations in using digital analytics
Checklist of evidence required	• Case study

Criteria covered by this task:

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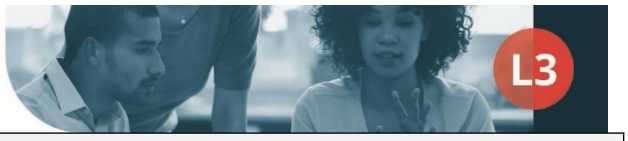

Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
14/A.D1	Evaluate the purpose and importance of digital analytics to a business commenting on the practical and legal considerations to the business of using digital analytics
14/A.M1	Assess how digital analytics can be used to help inform the decision-making process for businesses
14/A.P1	Describe the purpose and importance of digital analytics for businesses
14/A.P2	Explain the different types of digital analytics used in businesses

Sources of information to support you with this Assignment	Digital Marketing and Analytics Blogs https://www.singlegrain.com/blog-posts/analytics/why-digital-marketing-analytics-matter/ https://www.demandjump.com/blog/why-is-digital-marketing-analytics-important https://www.lyfemarketing.com/blog/digital-marketing-analytics/ Digital analytics glossary https://www.atinternet.com/en/glossary/ Digital marketing magazine http://digitalmarketingmagazine.co.uk/ General digital analytics websites https://www.receptional.com/what-is-digital-analytics/ https://en.ryte.com/wiki/Digital_Analytics
Other assessment materials attached to this Assignment Brief	*None*

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